

VIDEO LETTER 11/3 (B)

ONLY OUR MOST IMPORTANT FRIENDS ARE RECEIVING THIS EXCLUSIVE MAILING...

BECAUSE IT'S THE BEST WAY TO DELIVER ALL THE DETAILS ON THE MARLBORO UNLIMITED - THE BIGGEST, MOST EXCITING THING WE'VE EVER DONE.

JUST PUT THIS CASSETTE IN YOUR VCR, AND YOU'LL SEE A 20-CAR TRAIN BUILT EXCLUSIVELY FOR 2,000 MARLBORO WINNERS AND THEIR GUESTS.

YOU'LL SEE SOME OF THE SIGHTS THEY'LL SEE, ON A 5-DAY, 5-NIGHT TRIP THROUGH THE WEST. PLUS THE KINDS OF ADVENTURES THEY'LL LIVE, IN STOPS ALONG THE WAY.

AND YOU'LL GET A GOOD LOOK AT A WHOLE NEW LINE OF MARLBORO GEAR...30 ITEMS THAT ARE AS EASY TO GET, AS SAVING THE MILES.

TO GET YOU STARTED, WE'VE ALSO INCLUDED AN ENTRY FORM TO HELP YOU BECOME ONE OF THOSE WINNERS; A UNIQUE MILESAVER TO HELP KEEP TRACK OF YOUR MILES; AND AN UNLIMITED GEAR PIECE WITH ITS OWN ORDER FORM.

BUT FIRST - TAKE A LOOK AT THE MARLBORO UNLIMITED. THE TRAIN. THE TRIP. THE GEAR.

THEN TAKE THE LOGICAL NEXT STEP...AND GET ON BOARD.

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